



To all agents and suppliers

How to Submit a New Product to the SAQ

The SAQ deals directly with its suppliers and does not acknowledge any intermediaries in its business dealings. The term “supplier” means any person that provides beverage alcohol products or non-alcoholic products to the SAQ for sale in its networks. That being said, a supplier may take advantage of the services of a third party, called an agent, to carry out promotional activities for its products. For more information on this subject, please see the information bulletin titled [How to Become an Agent](#).

Offers of new products

The SAQ publicly solicits offers for all new products. To learn which types of regular and specialty products the SAQ is seeking, please see the [Table of Requirements by Category](#). Suppliers may also submit a product offer on their own initiative at any time.

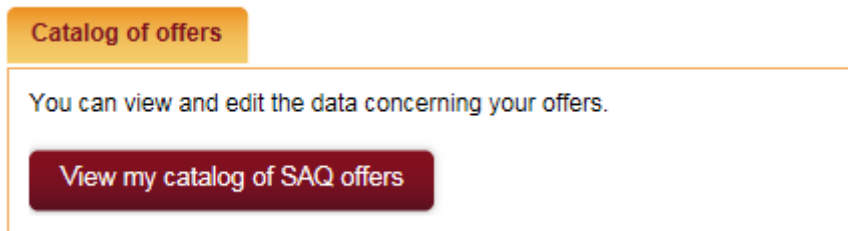
Submitting an offer (the process is identical for both portals)

The SAQ catalog of offers enables you to submit, view and update the information related to your offers made to the SAQ. You can access the catalog through the SAQ-B2B and GWS online portals. Follow the procedure described below to gain access to all your offers (draft, submitted, being processed, etc.) for all your regular and specialty products.

1. Select the My Products tab.



2. Click the View My Catalog of SAQ Offers button in the Catalog of Offers module.



3. Click the Create a Spontaneous Offer link.

SAQ B2B

Log out

Desktop | My Products | Marketing Information | Call for Tenders | Transmission of Info. to Agents | Administration

My offer catalog - Home

Offer Number Product Name Call for Tenders

Offer Type SAQ Code Reception deadline To

Status Action to accomplish End Date To

Category

Search Clear

[See the SAQ call for tenders and the search notifications](#) [Create a renewal offer](#) [Create a spontaneous offer](#) [Create an offer from an existing offer](#) [Select columns](#)

Offer Number	Product	Offer Type	Status	Communication	Action to accomplish
There are no offers matching your criteria.					

4. Complete all the required fields on the form.

5. Submit your product offer (a fee will be charged for each offer submitted).

Using this tool, suppliers can submit offers spontaneously at any time or in response to a targeted invitation. Once the fee has been paid, the offer will be active for up to one year. If an offer is refused, its status will be changed back to “Draft” so you can update it for future analyses.

Product selection

The submitted offers will be analyzed on the basis of the information included in the offer, the announced requirements by category and the selection criteria, which will be posted on the www.saq-b2b.com website.

If your product makes it to the next stage, you will need to send us samples for analysis. If, after it is tasted, the product obtains a sufficiently high score, it may be sold at the SAQ, in which case you will be asked for other items, in particular ones relating to its labelling/packaging. If the offer is refused, its status in the SAQ Catalog of Offers will be changed back to “Draft” so you can update it for future analyses (there will other opportunities for analysis during its life cycle).

For more information, please contact
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